

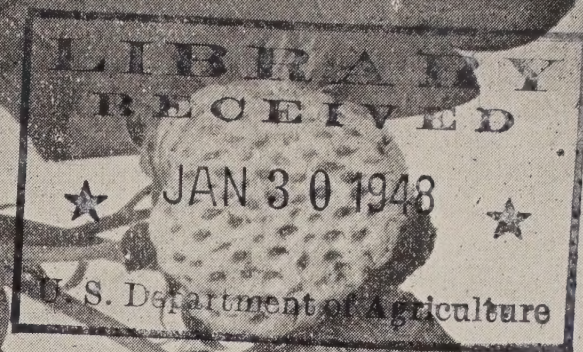
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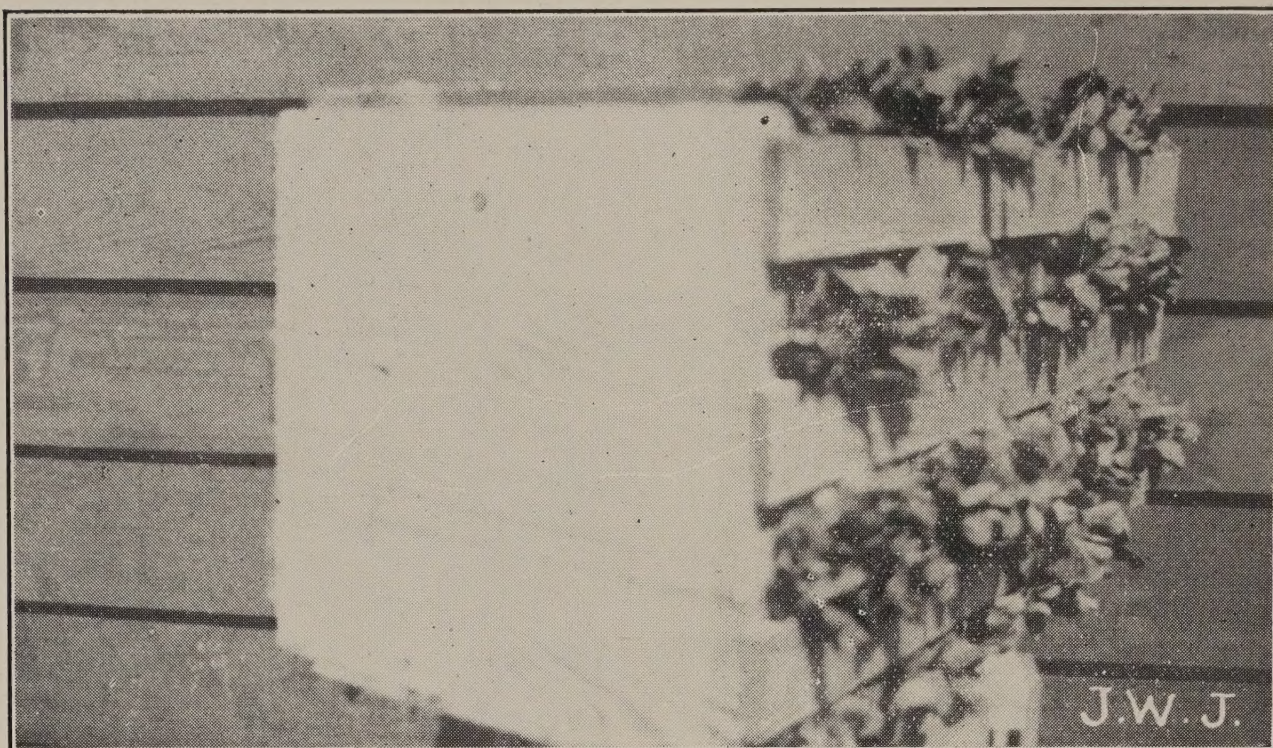
*Jones' 1948 Catalog of*  
**SELECT STRAWBERRY PLANTS**

===== Grown by =====

**J. W. JONES & SON**  
**FRANKLIN, VIRGINIA**







A crate of our plants ready for shipment. Note that the crowns have necessary light and air. This is very important.

For forty-seven years we have been selling strawberry plants by catalog only, filling orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders at purchaser's risk.

We will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer Bank Draft or P. O. Money Order in payment of plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price is, we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are freshly dug, carefully cleaned, tied in bunches of 27 (counted as 25), labeled, neatly packed in slatted crates, none of which are more than 12 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

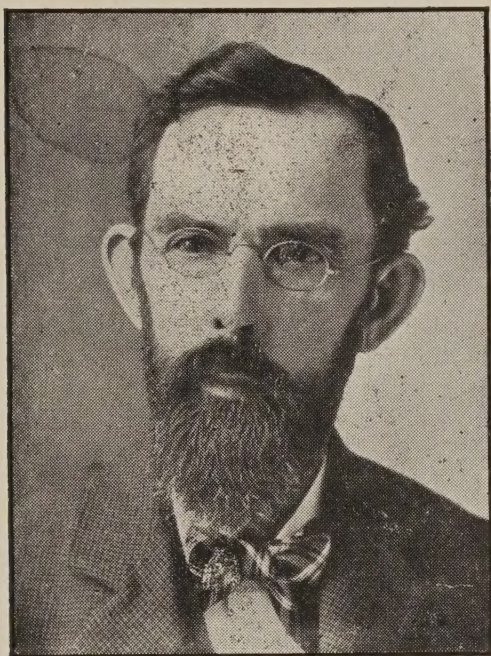
Last year we were not quite able to fill all orders we received. That was a matter of sincere regret to us, but we had grown the biggest stock since 1940 and had felt sure we would be able to supply all calls for plants.

For this season we have a larger stock, in fact forty percent more than last year. We feel confident that we can supply all demands. With an acreage nearly double that of yast year we have grown only about forty percent more plants. This means that our plants are larger, but we will get fewer per acre than last year.

We appreciate your business and will do our best to please you, and feel sure we can.

Respectfully,  
J. W. JONES & SON.



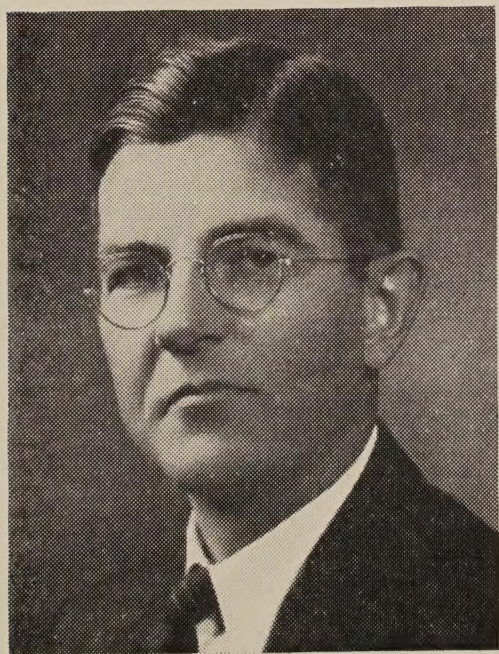


## Eighty Years of Experience Behind Jones' Plants

In the Spring of 1867 the father of J. W. Jones set one acre of strawberry plants of the Wilson's Albany variety. That was the start of the latter in berry growing. From that date to the time of his death in 1927, at the age of eighty-six, he was interested in strawberries. In the period between 1873 and 1890 he was one of the largest growers in the East. With painstaking care he experimented with scores of new varieties, selecting for his own fields the best among them. This is a policy continued until now.



In 1901, his son, Roscoe, in association with J. W. began the sale of berry plants on a commercial scale. For twenty years he was active in the management of the business. During this period millions of plants were shipped to every section of the U. S. A. and Canada. In 1921 Roscoe Jones retired from plant growing to become a member of the Virginia Conference of the Methodist Church. Dr. Jones is now District Superintendent of the Petersburg District of that Conference. From 1921 to 1928 M. Clifford Smith very successfully managed it, and from 1928 to 1933 J. H. Shivers, Jr. had equal success in directing it. In the latter year Roscoe Jones sold out his interest at Allen, Md., and the business was reorganized at Franklin, Va. Here, soil on which strawberries have never been grown is abundant and labor, though no less expensive, is much easier to secure.



Phoebus Jones, son of Roscoe, is now actively managing the business at Franklin, and has scored remarkable success in growing healthy, true-to-name plants and in the most important matter of satisfying customers in all parts of the country. As an evidence of his skill the season of 1947 was one of the very best both in volume of business and the absence of complaints, of any that we have had in all our history. Mr. Jones is giving most devoted attention to two matters: growing healthy plants and getting them off on time.





A Page From The Past.

We have always believed that our system of packing plants provided the very highest maximum of safety in transportation, **and that the plants themselves had the stamina to stand long distance movement.** The illustration above is from a photograph of five hundred plants that traveled all the way to Kirkwood, Missouri and back again before being set in our fields. Mr. H. T. Blast of Kirkwood, Mo. sent us an order on the 26th of March, 1937 in which there was included 500 Big Late. Instead of the Big Late he was shipped 500 Gandy plants. This did not suit him and very properly he asked for his money back, but he also packed the plants up and returned them to us. They laid in the crate in our packnig house for three days and since they continued to look fresh we decided to plant them, it having been more than ten days since they had left here. The result is indicated by the cut. The row in the center of the picture and the one immediately to the right are from the Gandy which had journeyed to Missouri and back. To the right of these two rows planted by the 500 plants are additional Gandy that were **fresh dug at the time of setting.** If there is any difference we cannot see it. These plants that had traveled about 2000 miles and had been held at many transfer points started promptly and have grown with vigor ever since. It does not matter how far from Franklin you may live we wish to assure you that we can ship you plants that will arrive in the **very best condition.**

We feel that we are entitled to claim that our plants are good and that our packing is carefully done, so as to insure the very highest degree of safety while they are on the "road".

Jones plants are "grown right, priced right, packed right."

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TESTIMONIAL: M. E. MICHAELS of Pennsylvania.

June 6, 1947.

Received strawberry plants in excellent condition. We planted them the following day and they are growing nicely.



## Planting Suggestions

Every year we have numberless requests for information on the best method of growing strawberries. Of course, every one recognizes that this is a very difficult question to answer, as conditions vary so greatly in different localities and on different soils. Nine-tenths of all berries grown, or even more, are grown by the matted-row system; that is, to leave about all the runners on the parent plants to take root and make a wide row, leaving room enough in the alley between the rows for the convenience of the pickers.

### SELECT WELL DRAINED SOIL

The fundamental element of success in growing any crop is the selection of a soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success.

Grow cowpeas on land the previous year to planting strawberries if it is possible; where this is not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

### DISTANCE TO PLANT

Make your rows  $3\frac{1}{2}$  to 4 feet apart and set plants from 15 inches to  $2\frac{1}{2}$  feet apart in the rows, depending on the variety. Red Star, making but few plants, should be spaced about 15 inches. Blakemore, a prolific plant maker, will get too thick quite often if set  $2\frac{1}{2}$  feet. Premier, Dorsett, Fairfax, and most midseason kinds will usually make a proper bed if planted 2 feet apart. Massey, Fairpeake and Catskill also 2 feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a hoe or small drag and you will be ready to set plants.

### CAREFUL WITH FERTILIZER

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400 or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries.

### SETTING PLANTS

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the



Fibrous Roots Guarantee  
A Quick Start



original bed, and to pack the dirt firmly around the roots. This done there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: until July 1st, remove all blossoms from the young plants. It will pay well in increased health and vigor.

#### FALL PLOWING FOR GRUBWORMS

One of the most destructive pests known to berry growers is the June Bug larvae, or common grub worm. Use land that has grown cultivated crops for two years previous to setting the plants, and then plow as late in the fall as possible. This hardly ever fails to control them.

#### DISEASES

Strawberries do not suffer from as many ailments as do most of the other fruits. Perhaps the worst of all foes are the "leaf spot" and "leaf scorch". The first is rarely very serious, but the "scorch" may be serious as to kill the entire foliage and sometimes the plants. The accepted remedy is to spray with Bordeaux Mixture as soon as the leaves attain any size in the Spring and to repeat as often as necessary so as to keep the leaves healthy until the crop is picked.

#### THINNING

For best results beds should never be too thickly set with plants. It has always been observed that the plants along the edges bear the most berries and of the best size, but it has now been determined that for the largest crop each plant should have at least thirty six square inches of space, that is they should be six inches apart in all directions. Obviously it will be difficult to make such spacing exact, but in general such approximate room will be found to pay. It should be borne in mind that this must be done early so the plants will attain the larger growth the wider spacing will give them. Such attention will cost, but in the end it will pay.

## Set A Trial Bed

Just a helpful suggestion. Plan to set a trial plot of berry plants. One dozen of each variety will do, and the cost will be small in comparison to the possible results obtained. No fruit is so susceptible of a different result in a different soil and climate, as is the strawberry. You may read the descriptions of varieties in this little book, buy and set the plants, and find at fruiting time that you do not get the quantity or quality of fruit you had expected. Naturally one thinks that the catalog description was a gross exaggeration. Not at all. We try to tell the truth. They have just behaved differently with you than with us. Since this is so very generally true, plant a trial plot of your own. It will richly repay you. It is just about the only way to find a correct answer to a question so persistently asked us: "What variety shall I plant?" We want to help, and so wish we knew, but so often we don't. Of course there are fundamental factors that are always involved and therefore that may always be kept in mind.

1. If you have a home market you want quantity and appearance. Then for early plant Premier, Dorsett and Fairfax, medium Big Joe, Catskill and Midland, for late Red Star.
2. If you ship to fairly near market, you want quantity and appearance because in quantity you get your profit. We still advise Dorsett, Fairfax and Premier, then Big Joe and Catskill, Midland and Red Star.
3. If appearance alone is your chief aim, plant Catskill and Dorsett.
4. If quality is the biggest thing, plant Dorsett or Fairfax.
5. If we were going to select a list of varieties to cover the season and to be planted on the greatest variety of soils and in any climate, we would say: for early Premier, Dorsett and Fairfax; midseason Catskill and Midland. Late Red Star.





This is from a photograph made on our Allen, Md., farm in the Spring of 1908 and appearing in our catalog in 1909. For thirty years we grew and sold berry plants there, coming to Franklin in 1932, where we believe that we have distinct advantages in an unlimited area of ideal soil, and plenty of reliable labor. The very young lady facing the camera is Miss Ruth Jones, daughter of Dr. Roscoe Jones, and granddaughter of J. W. Jones. She is now Mrs. W. E. Wilkins of Petersburg, Virginia.

## The Big Three

On pages 8, 9 and 10 of this catalog there are descriptions of what we believe to be the best varieties in existence today; **Fairfax, Premier and Catskill.**

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that always commands the highest price.

**Of the three, Premier is the most popular.** It is early, productive and a success under all conditions of soil and climate, but Catskill may replace it in our opinion, certainly in some localities.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these three of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.





A good representation of Catskill Strawberries

## Catskill

Is admirably filling the need for a berry to ripen just after Premier and Dorsett, since the Big Joe seems definitely on the way out as a market variety. Wherever there is the wish to plant a mid-season kind we unhesitatingly recommend the Catskill as the best on the list.

### COLOR

The berries are a bright red color and are exceedingly attractive when placed in shipping packages. One advantage they possess is that they do not turn much darker after being picked, one of the serious objections to Fairfax.

### PRODUCTIVE

Almost all tests have shown it is one of the, if not the most, productive kinds grown today. Premier has been the standard in the matter of quarts borne for a good many years, but a great many growers that we know have found it even a heavier producer than the famous Premier. It has, so far escaped serious frost damage in all sections that we know anything about.

### FIRMNESS

It is firm enough to stand shipment to the most distant markets and be attractive on arrival. As a matter of fact, it is one of the most reliable in this particular respect.

### QUALITY

We do not think that it has the fine dessert quality that's characteristic of the Dorsett and Fairfax, but it is the equal or superior of most other varieties that we know. We are confident that it will maintain its popularity even at roadside markets.

### VIGOR

At the season of ripening, which is just after Premier, Dorsett and Fairfax, the foliage is always healthy, but like Dorsett during the hottest part of the summer it often shows a marked weakness for the "leaf scorch." It does better for us here than any except Blakemore.





An excellent representation of the Fairfax strawberry

**Fairfax** A VERY HANDSOME BERRY OF PROVED MERIT IS ALWAYS IN DEMAND AMONG BERRY GROWERS. THIS PLACE FAIRFAX ADMIRABLY FILLS. WHERE GROWERS HAVE FOUND CHESAPEAKE UNSATISFACTORY WE UNHESITATINGLY RECOMMEND THE FAIRFAX.

#### APPEARANCE

It is one of the handsomest we have ever seen as well as one of the very largest. It is perhaps true to say that there is none growing today that will average as large as the Fairfax. While the color is somewhat darker than most desire, the gloss and beauty of the fruit compensate for that. It may be necessary to educate your customers to the fact that the dark color does not indicate decay. If it were only a brighter color it would be the greatest ever.

#### FIRMNESS

Perhaps the firmest of all the kinds that are in cultivation. It will keep on the vines until it dries up. This is most unusual in a berry of such size.

#### SELLING POWER

In all markets that we know anything about it has always outsold all competitors. In a year when the demand is good this may not be deeply significant, but in a season of over production IT MAY MEAN THE DIFFERENCE BETWEEN PROFIT AND LOSS.

#### NO THINNING NECESSARY

Fairfax will not get too thick when permitted to make a full quota of plants natural to it. For this reason the plants are very large.

It ripens with the Premier and is according to our honest opinion the very best fancy berry now in cultivation.





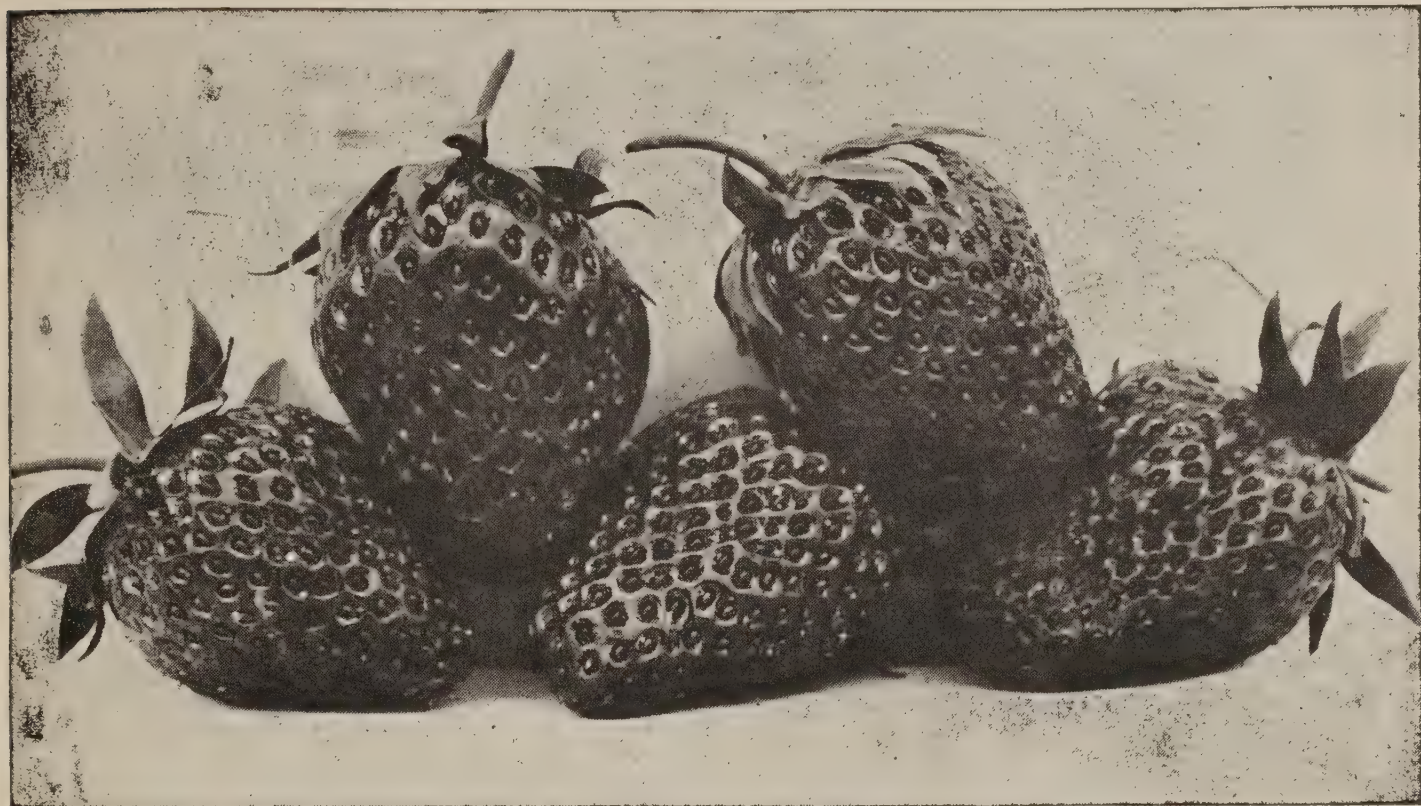
Digging Premier plants on our farm. Note that you get the entire bed. Sales of Premier still far exceed that of any other variety. In the Middle West it has no equal.

**Premier** Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Dorsett and Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain in the picking season. It does not matter where you live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is a heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

#### TO ASSURE SUCCESS IN GROWING STRAWBERRIES, OBSERVE:

1. Select your varieties wisely. Picked to suit your needs in soil and market conditions.
2. Get healthy, vigorous, and TRUE TO NAME plants.
3. Be sure to set them as early as you possibly can. Too much emphasis cannot be laid on this point. It may mark the difference between success and failure.
4. Do not apply too much commercial fertilizer. 500 pounds is ample, and that should be thoroughly mixed with the soil.
5. Do not let your beds get too thickly matted. Nothing pays better than thinning.
6. Grade your fruit, putting only good quality on the market.





A good representation of Blakemore. One of the good Southerners.

## Some Old Some New

**Big Joe** For a long time one of the best midseason kinds. Losing favor with growers we ceased to offer it. There now seems to be a newly developed demand for it, so we are again growing it.

**Blakemore** For all areas of the South unquestionably the best. It is a most vigorous grower, very firm, beautiful in appearance and is most productive. The quality of the fruit is quite tart when it first turns red, but if allowed to fully ripen it is sweet and fine.

**Dorsett** If frost did not so often get Dorsett we feel that it would be much more largely planted. The fruit is fine to the taste, very handsome with a large green cap, reasonably firm and will always sell. For us it is a much more vigorous grower than it was ten years ago. If you have protected areas in which to plant it, we recommend Dorsett. It ripens just ahead of Premier.

**Fairpeake** This is a cross between Chesapeake and Fairfax and has been developed by the U. S. Dept. of Agriculture. It is a very strong grower, making quite enough plants for fine picking bed. It ripens later than Fairfax and is of delicious quality. The Dept. of Agriculture says "Fairpeake is a sweet, high flavored general market variety of great beauty." Try a few. It looks good.

**Massey** A later ripening shipping berry for the south and middle berry belt. It makes plants very freely and grows vigorously. Berries large and firm. Quality good.





There is no doubt about it, our plants do make good beds

**Midland** This has Premier and Redheart for its parents and again the U. S. Dept. of Agriculture "raised" it. It is rated a great berry to ripen about with Premier, but **much firmer and more beautiful in appearance and in general of larger size.** The vigor of the plants is all that could be desired. It undoubtedly has a great future.

**Pathfinder** This is from New Jersey and is said to be fine in the North. It does not show up well here, but if you have heavy rich soil in Northern Pennsylvania, New York or New England it may be planted with confidence. It grows well for us and you will find our plants true-to-name.

**Red Star** Unquestionably the best very late kind. It makes very large, robust plants that are always healthy and deep rooted. This enables them to bring to ripening a good crop of very large berries that on account of being late always find a ready market. If you wish to include a late kind in your list order Red Star.

**Robinson** Highly praised in many localities. Apt to get too thick in the beds unless thinned. Moderately productive of good sized berries of light color and fair firmness. Ripens about the same time as Catskill, but will generally last longer.

**Temple** So far as we know there is no other kind that quite equals Temple for toughness and vigor of growth. It was developed as absolutely disease resistant. We believe it is. The berries are good size and shape, of very beautiful appearance and fair firmness. We should say about like Premier. Because of its vigor the caps stay green and the fruit holds up. In productiveness it is fair. It does not bear as many berries here as Catskill or Premier, but if you have had trouble in getting plants to grow, plant it. Medium early.



J. W. JONES & SON

STRAWBERRY PLANTS

FRANKLIN, VIRGINIA

Send to \_\_\_\_\_ R. F. D. \_\_\_\_\_

Post Office \_\_\_\_\_ Box \_\_\_\_\_

Ship by Parcel Post (    ).  
Ship by Express (    ). Shipping Station \_\_\_\_\_

County or Street \_\_\_\_\_ State \_\_\_\_\_

Date of this order \_\_\_\_\_ 194\_\_ Ship about \_\_\_\_\_ 194\_\_

Amt. Enclosed: Check \$ \_\_\_\_\_ Money Order \$ \_\_\_\_\_ Stamps \$ \_\_\_\_\_ Cash \$ \_\_\_\_\_

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

Quantity	Variety of Stock Wanted	Price	

NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state whether we shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of. Answer:     Substitute                      .     Return Money                      .







# Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

Express is by far the best and cheapest way to ship plants.

If interested in larger quantities we will be glad to quote on any variety we can furnish.

Early Varieties

	25	100	500	1000	per 1000 in 5,000 lots
BLAKEMORE .....	\$0.60	\$1.75	\$4.75	\$7.50	\$7.00
DORSETT .....	.90	2.50	7.00	11.00	10.50
FAIRFAX .....	.95	2.70	7.60	13.00	12.50
PREMIER .....	.90	2.50	7.00	10.50	10.00

Mid-Season Varieties

BIG JOE .....	.90	2.50	7.00	10.50	10.00
CATSKILL .....	.90	2.50	7.00	10.50	10.00
MIDLAND .....	.95	2.60	7.50	11.50	11.00
TEMPLE .....	.90	2.50	7.00	10.50	10.00
FAIRPEAKE .....	.95	2.80	9.00		
ROBINSON .....	.90	2.50	7.00		

Late Varieties

MASSEY .....	.95	2.70			
PATHFINDER .....	.95	2.70			
RED STAR .....	.90	2.50	7.00	10.50	10.00

C. O. D. POSTAGE. Instead of including the amount for same with your order, just send the amount for the plants and we will place a C. O. D. tag on shipment for the cost of the mailing. This will cost 12c additional, as the Post Office Department makes a charge of that sum for the Money Order and return of it to us. It is so very difficult to correctly estimate the exact postage that we feel that this will be better than asking our customers to remit same with the purchase price of the plants at the time of ordering.

Parcel Post. This is generally cheapest for very small shipments up to the 6th Zone; and for larger shipments where the distance is not greater than 300 miles it is fairly satisfactory. For distances greater the mailing cost is very high.

Below is a table of approximate rates for each zone.

Zone	Miles	50	100	200	300	500	1,000
1st and 2nd	0 to 150 .....	\$0.09	\$0.11	\$0.12	\$0.16	\$0.22	\$0.37
3rd	150 to 300 .....	.12	.13	.17	.23	.29	.57
4th	300 to 600 .....	.16	.17	.24	.35	.45	.95
5th	600 to 1000 .....	.21	.22	.33	.50	.70	1.35

While always more than glad to make any necessary adjustments, we cannot be responsible for more than the original purchase price.





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